

# G Hassani Salsabil Fasya Hikmat

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## SUMMARY

A fresh graduate of Business Administration from Universitas Padjadjaran who is interested in business, marketing, and sales. Ghassani is a future business leader who enjoys managing people, learning new things, and thriving in an agile environment. She aims to utilize the knowledge and skills she has acquired to make meaningful contributions to both the company and the broader community

## EDUCATION

University of Padjadjaran

Bachelor of Business Administration

Cumulative GPA: 3,73

Aug 2020 – May 2024 (Expected)

## WORK EXPERIENCES

PT Sumber Alfaria Trijaya TBK , Social Media Specialist Gema Budaya Intern

Feb 2023 - Jun 2023

- Created daily content for Alfamart Gema Budaya Instagram, which contains information about Alfamart's work culture for employees in the Bandung area.
- Created a social media strategy, including content plans, audience analysis, content analysis, and social media performance reports.
- Successfully achieved an engagement rate of  $\pm$  1.4% every month.

Event Banget, Social Media Intern

Nov 2022 - Feb 2023

- Analyzed trends that were in accordance with the Event Banget target audience and turned them into interesting content for the audience.
- Worked on 3-4 pieces of content per day for all Event Banget social media platforms, starting from selecting content topics, designing, copywriting, and uploading.
- The content I created on Instagram @eventbanget averaged 500 likes per post and reached 10,000 accounts.

Catika Group, Content Writer Intern

Nov 2021 - Feb 2022

- Analyzed business-related trends and phenomena to create content that could increase engagement.
- I worked on content scripts, materials, and created captions for the @catikagroup Instagram account. I could produce 3-4 pieces of content in a week, with an average of 60-80 likes per post.
- Created copywriting and design concepts that could attract audiences with @catikagroup posts.

## ORGANIZATIONAL EXPERIENCE

HIPMI PT Unpad, Head of Media and Information Team

Feb 2022 - Feb 2023

- Managed two teams: design and social media, which consisted of 7 people in total.
- Managed HIPMI PT Unpad social media platforms (Instagram, LinkedIn, and TikTok), including monthly content planning, social media reporting, and marketing strategy.
- The Instagram account @hipmiunpad had an average of 40-50 likes per post, and the account's reach increased by 180% in 3 months.

## EVENTS

Catika Class Camp Workshop, Event Division Manager

Jan 2022 - Feb 2022

- Successfully invited two speakers, @reyfrangswa and @tommyteja.
- Created event and marketing concepts and Catika Class Camp Workshop reached 100 participants.
- Managed the individuals in charge of this event, totaling 5 people.

ATMA ASTA 2019: RATETRA, Vice Coordinator of Ticketing Division

Oct 2018 – Oct 2019

- The ticketing team succeeded in selling 15.000+ tickets.
- Managed the ticketing system, which includes sales strategy, income reporting, ticketing website, payment system, and ticket redemption system.
- Led a division of 38 members and 57 volunteers.

## ADDITIONAL INFORMATION

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<b>Professional Skills</b>	: People Management   Marketing Management   Analysis and Decision Making
<b>Personal Skills</b>	: Fast Learner   Time Management   Creative   Leadership   Problem Solving
<b>Languages</b>	: Bahasa Indonesia (Native) English, Speaking : Pre-Intermediate ( <a href="https://bit.ly/e-certificateSpeaking">bit.ly/e-certificateSpeaking</a> ), TOEFL Test : 567 ( <a href="https://bit.ly/e-certificateTOEFLTest">bit.ly/e-certificateTOEFLTest</a> )
<b>Certificate</b>	: Marketing Management course from the University of Illinois at Urbana-Champaign (2021)